

ORDER



Orders
Order / Rev: 47056
Alt Order #: 09782422
Product Desc: OBAMA FOR AMERICA-C
Estimate: 1549
Flight Dates: 08/04/12 - 08/17/12
Original Date / Rev: 08/03/12 / 08/13/12
Order Type: GENERAL

CBS 47

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Greer Margolis Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Obama/D/President
Demographic: A35+
Product Codes: Presidential Elections
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/17/12	52	\$21,280.00	\$18,088.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	52	\$21,280.00	\$18,088.00	0.00
Totals	52	\$21,280.00	\$18,088.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
CBS 47	23%	\$21,280.00
Market	100%	\$92,521.74

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	3%	\$2,775.65
WAWS	9%	\$8,326.96
WCWJ	3%	\$2,775.65
WJXT	24%	\$22,205.22
WJXX	13%	\$12,027.83
WTLV	25%	\$23,130.43

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTEV	08/06/12	08/17/12	CBS This Morning CBS Morning News	CM	7:00 AM-9:00 AM	MTWTF--	:30	1	\$80.00	P-1	0.00	NM	2	\$160.00
CBS This Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--		1				\$80.00		0.00			
Week:		08/13/12	08/19/12	MTWTF--		1				\$80.00		0.00			
E 2	WTEV	08/06/12	08/17/12	M-F 9a-10a Rachel Ray	CM	9:00 AM-10:00 AM	MTWTF--	:30	1	\$100.00	P-2	0.00	NM	2	\$200.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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 Product Desc: OBAMA FOR AMERICA-C
 Estimate: 1549

CBS 47

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E 2	WTEV	08/06/12	08/17/12	M-F 9a-10a Rachel Ray	CM	9:00 AM-10:00 AM MTWTF--	:30	1	\$100.00	P-2	0.00	NM	2	\$200.00
RACHEL RAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	MTWTF--				1	\$100.00		0.00			
Week: 08/13/12		08/13/12	08/19/12	MTWTF--				1	\$100.00		0.00			
E 3	WTEV	08/06/12	08/06/12	The Price is Right The Price is Right	CM	11:00 AM-12:00 PM 1-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
PRICE IS RIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	1-----				1	\$300.00		0.00			
E 4	WTEV	08/06/12	08/17/12	M-F 10a-11a The Doctors	CM	10:00 AM-11:00 AM MTWTF--	:30	2	\$100.00	P-2	0.00	NM	4	\$400.00
THE DOCTORS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	MTWTF--				2	\$100.00		0.00			
Week: 08/13/12		08/13/12	08/19/12	MTWTF--				2	\$100.00		0.00			
E 5	WTEV	08/06/12	08/10/12	Action News @ Noon Action News @ Noon	CM	12:00 PM-12:30 PM MTWTF--	:30	3	\$460.00	P-2	0.00	NM	3	\$1,380.00
ACTION NEWS @ NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	MTWTF--				3	\$460.00		0.00			
E 6	WTEV	08/06/12	08/17/12	The Talk The Talk	CM	2:00 PM-3:00 PM MTWTF--	:30	2	\$370.00	P-2	0.00	NM	4	\$1,480.00
THE TALK														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	MTWTF--				2	\$370.00		0.00			
Week: 08/13/12		08/13/12	08/19/12	MTWTF--				2	\$370.00		0.00			
E 7	WTEV	08/06/12	08/17/12	M-F 430p-5p Judge Judy	CM	4:30 PM-5:00 PM MTWTF--	:30	3	\$300.00	P-2	0.00	NM	5	\$1,500.00
COMMENTS APPLY TO SUB LINES A THRU B JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	MTWTF--				3	\$300.00		0.00			
Week: 08/13/12		08/13/12	08/19/12	MTWTF--				2	\$300.00		0.00			
E 8	WTEV	08/06/12	08/17/12	Action News @ 5p Action News @ 5p	CM	5:00 PM-5:30 PM MTWTF--	:30	2	\$460.00	P-2	0.00	NM	4	\$1,840.00
ACTION NEWS @ 5P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	MTWTF--				2	\$460.00		0.00			
Week: 08/13/12		08/13/12	08/19/12	MTWTF--				2	\$460.00		0.00			
E 9	WTEV	08/06/12	08/10/12	Action News @ 6p Action News @ 6p	CM	6:00 PM-6:30 PM MTWTF--	:30	1	\$460.00	P-2	0.00	NM	1	\$460.00
ACTION NEWS @ 6P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	MTWTF--				1	\$460.00		0.00			
E 10	WTEV	08/06/12	08/17/12	M-F 7p Judge Judy	CM	7:00 PM-7:30 PM MTWTF--	:30	2	\$400.00	P-2	0.00	NM	4	\$1,600.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	-TWT---				2	\$400.00		0.00			
Week: 08/13/12		08/13/12	08/19/12	-TW-F--				2	\$400.00		0.00			
E 11	WTEV	08/06/12	08/17/12	M-F 730p Two And A Half Men	CM	7:30 PM-8:00 PM MTWTF--	:30	1	\$400.00	P-2	0.00	NM	2	\$800.00
TWO AND A HALF MEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	MTWT---				1	\$400.00		0.00			
Week: 08/13/12		08/13/12	08/19/12	MTW-F--				1	\$400.00		0.00			
E 12	WTEV	08/07/12	08/14/12	Tue Reg 2 NCIS: Los Angeles	CM	9:00 PM-10:00 PM T-----	:30	1	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
NCIS: LOS ANGELES														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

